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P. & O.-British India Apcar and Eastern & Australian Lines

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MAIL AND PASSENGER SERVICES.
STRAITS, JAVA, BURMA, CEYLON, INDIA, PERSIAN GULF,
WEST INDIES, MAURITIUS, EAST AND SOUTH AFRICA,
AUSTRALASIA, INCLUDING NEW ZEALAND AND
QUEENSLAND PORTS, AND RED SEA,
EGYPT, EUROPE, &c.

**PENINSULAR & ORIENTAL FORTNIGHTLY
DIRECT ROYAL MAIL STEAMERS.**
(Under Contract with H.M. Government.)

S. S.	Tons	From HONGKONG (Approx)	DESTINATION
"SICILIA"	8,813	18th Aug. at Noon	S'pore, Penang, Col'bo & Bombay
"MAEDONIA"	11,089	22nd Aug. at Noon	Marseilles and London
"KIDDERPORE"	5,334	26th Aug. at Noon	Miles, Cape Blanco, London, A'werp & Hamburg
"JEYPORE"	5,318	2nd Sept.	S'pore, Penang, Col'bo & Bombay
"SARACONA"	10,287	6th Sept.	Marseilles and London
"KHYBER"	9,114	10th Sept.	Port Bonan, Marseilles, London and Antwerp
"KARMALA"	9,138	14th Oct.	Marseilles, London & Antwerp
"SOUDAN"	8,896	18th Oct.	S'pore, Penang, Col'bo & Bombay
"MALWA"	10,941	22nd Oct.	Marseilles & London
"SICILIA"	8,813	26th Oct.	S'pore, Penang, Col'bo & Bombay
"KHYBER"	9,138	31st Oct.	Marseilles, London, and Antwerp
"KARMALA"	10,941	14th Nov.	Marseilles and London
"SOUDAN"	9,144	18th Nov.	Marseilles, London and Antwerp
"KASHMIR"	8,885	22nd Nov.	S'pore, Penang, Col'bo & Bombay
"MALWA"	10,911	26th Nov.	Marseilles and London
"KASHMIR"	8,885	30th Dec.	Marseilles, London & Antwerp

BRITISH INDIA-APOAR SAILINGS

"KARLIWA"	7,936	19th Aug. at 1 p.m.	Singapore, Penang & Calcutta.
"TILWA"	10,006	19th Sept.	Singapore, Penang & Calcutta.
"KARLIWA"	7,936	26th Sept.	Singapore, Penang & Calcutta.
"TAIBA"	7,936	2nd Oct.	Singapore, Penang & Calcutta.

EASTERN & AUSTRALIAN SAILINGS (South)

"TANDA"	6,968	2nd Sept.	Manila, Sandakan, Thursday Island
"ARAFURA"	6,000	7th Oct.	Townsville, Brisbane, Sydney and Melbourne.
"ST. ALBANS"	4,500	4th Nov.	do.
"TANDA"	6,968	2nd Dec.	do.
"ARAFURA"	6,000	8th Jan.	do.
"ST. ALBANS"	4,500	3rd Feb.	do.

"S.S. 'Tanda' will also call at Hilo and Port of Spain.
The E. & A. S.S. Co., Ltd. steamers will also call at Shanghai, Hilo, Cebu, Kiangsu, Tientsin, Hongkong, and other ports en route as indicated on the following:
Frequent connections from Australia with the following:
The Union S.S. Company's steamers to the United Kingdom via New Zealand, Vancouver, San Francisco, etc.
The P. & O. Royal Mail steamers to London via Suez Canal.
The E. & A. S.S. Co. Service of steamers to London via the Cape.
The New Zealand Shipping Company's steamers for Southampton and London via Panama Canal.

SAILINGS TO SHANGHAI & JAPAN

"KARLIWA"	10,006	20th Aug.	Shanghai
"TILWA"	10,006	22nd Aug.	Moji, Kobe, Osaka and Yokohama
"KARLIWA"	10,006	24th Sept.	Shanghai, Moji and Kobe
"TILWA"	10,006	26th Sept.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	28th Sept.	Shanghai, Moji and Kobe
"TILWA"	10,006	30th Sept.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	2nd Oct.	Shanghai, Moji and Kobe
"TILWA"	10,006	4th Oct.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	6th Oct.	Shanghai, Moji and Kobe
"TILWA"	10,006	8th Oct.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	10th Oct.	Shanghai, Moji and Kobe
"TILWA"	10,006	12th Oct.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	14th Oct.	Shanghai, Moji and Kobe
"TILWA"	10,006	16th Oct.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	18th Oct.	Shanghai, Moji and Kobe
"TILWA"	10,006	20th Oct.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	22nd Oct.	Shanghai, Moji and Kobe
"TILWA"	10,006	24th Oct.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	26th Oct.	Shanghai, Moji and Kobe
"TILWA"	10,006	28th Oct.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	30th Oct.	Shanghai, Moji and Kobe
"TILWA"	10,006	1st Nov.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	3rd Nov.	Shanghai, Moji and Kobe
"TILWA"	10,006	5th Nov.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	7th Nov.	Shanghai, Moji and Kobe
"TILWA"	10,006	9th Nov.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	11th Nov.	Shanghai, Moji and Kobe
"TILWA"	10,006	13th Nov.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	15th Nov.	Shanghai, Moji and Kobe
"TILWA"	10,006	17th Nov.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	19th Nov.	Shanghai, Moji and Kobe
"TILWA"	10,006	21st Nov.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	23rd Nov.	Shanghai, Moji and Kobe
"TILWA"	10,006	25th Nov.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	27th Nov.	Shanghai, Moji and Kobe
"TILWA"	10,006	29th Nov.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	1st Dec.	Shanghai, Moji and Kobe
"TILWA"	10,006	3rd Dec.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	5th Dec.	Shanghai, Moji and Kobe
"TILWA"	10,006	7th Dec.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	9th Dec.	Shanghai, Moji and Kobe
"TILWA"	10,006	11th Dec.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	13th Dec.	Shanghai, Moji and Kobe
"TILWA"	10,006	15th Dec.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	17th Dec.	Shanghai, Moji and Kobe
"TILWA"	10,006	19th Dec.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	21st Dec.	Shanghai, Moji and Kobe
"TILWA"	10,006	23rd Dec.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	25th Dec.	Shanghai, Moji and Kobe
"TILWA"	10,006	27th Dec.	Shanghai, Moji and Kobe
"KARLIWA"	10,006	29th Dec.	Shanghai, Moji and Kobe
"TILWA"	10,006	31st Dec.	Shanghai, Moji and Kobe

All dates are approximate and subject to alteration without notice.
WIRELESS TELEGRAPHY FIXED ON ALL STEAMERS.
"Passengers for Penang must carry their own Hotel expenses at Singapore, while waiting for the steaming steamer."
All dates are fixed with reference to the day of the week.
Passenger Messing and other charges, 2/6 per day, 1/6 per night, will be received at the Company's Office up to noon on the day previous to sailing.
For further information, Penang, Singapore, Malacca, etc., apply to:
MACKINNON, MACKENZIE & CO.,
P. & O. Building, Connaught Road Central, HONGKONG.

OREGON ORIENTAL LINE

UNITED STATES SHIPPING BOARD S.F.C.
BY COLUMBIA PACIFIC SHIPPING COMPANY
For Portland

U.S.S. West Kader August 14th

U.S.S. West Jena August 19th

For Portland

U.S.S. West Jena September 6th

Through Bills of Lading issued by the U.S. Mail Steamship Company, Inc., at New York, New York, and at other ports of call, including Portland, Ore. to Pacific Coast ports.
Agents: Royal St. North of Queen Building, San Francisco, Cal., U.S.A.
P. & O. Building, Connaught Road Central, HONGKONG.

SQUALID DRAMA.

ECHO OF FAMOUS SCOTS CASE.

MRS. STIRLING DEAD.

News has been received in London by her trustees of the death in Washington of Lady George Cholmondeley, who, as Miss Clare Taylor, an American actress, appeared in England and afterwards, as Mrs. Stirling, figured in the celebrated Stirling cross-petition in the Scottish courts.

The daughter of a Washington man, she first became known (says the London "Evening News") in London in "The Earl and the Girl," at the Adelphi Theatre. She married Mr. John Alexander Stirling of Kippendavie, then a subaltern in the 3rd Scots Guards, in 1904. Five years later each sued the other for divorce. Mr. Stirling cited the late Lord Northland as co-respondent, and Mrs. Stirling cited "The Beautiful Mrs. Atherton."

Mr. Stirling won his suit and Mrs. Stirling lost. Mrs. Stirling returned to the stage for a time, and played in "Our Miss Gibbs" at the Gaiety Theatre. In 1919 she married Lord George Cholmondeley, but two years later they were divorced.

A Squalid Drama.

The Stirling suit, fought in the Court of Session, lasted nearly three weeks. In his judgment Lord Guthrie made many remarkable comments, including some trenchant ones on the mode of life of the parties. These may be quoted:

Love—The feeling between the sexes which in the absence of impediment leads to marriage.

Passion—The same passion which has made some of the most chivalrous characters in history, sacred and profane, not only guilty of misconduct, but becoming liars and murderers to boot.

Social butterflies—The case relates to selfish, idle lives, with nothing romantic. For instance, speaking about a visit to Paris, they gave the name of the Louvre, not to the great museum and gallery, but to the shop.

Mrs. Stirling, young and in good health, breakfasted in bed at eleven o'clock or at midday when living in summer in the country, her husband going regularly to business in London by the 8.30 a.m. train.

At Amberley Cottage, near Maidenhead, in the latter part of June and in July, the only useful occupation of Mr. and Mrs. Stirling, Mrs. Atherton, and Lord Northland seemed, the Judge pointed out, to have consisted on Sunday in manicuring each others' nails.

In their attitude to human life, Lord Guthrie went on, there was not much to choose between the actors in this squalid drama.

All four—Scottish laird, American ex-actress, peer's son, and divorcee—appeared to have looked upon life merely as an opportunity for having a good time, indifferent to the good opinion of self-respecting people. They treated life as a comedy, but they had made a painful and costly tragedy of it.

Golfer: "I want round this course in 85."
Friend: "Really! I didn't know it was as old as that."

FIRST FORM OF LIFE.

PLANTS IN OLDEST KNOWN ROCKS.

Proof that life existed on the earth when the oldest of known rocks were formed, is claimed by Dr. John W. Gruner of the geology department of the University of Minnesota, in "Science Service's Daily Science News Bulletin." He has shown that traces of blue-green algae, very primitive microscopic plants, are present in rocks of the Archean age, which have hitherto been thought to be devoid of all fossil remains. In the past, indeed many geologists believed that most of these rocks "were formed by direct cooling of a molten earth, which would, of course, have meant a temperature too high for any life."

"The rocks in which the new life-traces were discovered" have in the course of ages been subjected to immense pressure, partial solution, and recrystallisation processes, to such an extent that the exact nature of the plant-remains can not be stated with certainty; but botanists at the University have no doubt that they were some kind of algae.

Student: "How long can a man live without a brain, sir?"
Professor: "Wait and see!"

THE PENINSULAR AND ORIENTAL STEAM NAVIGATION CO.

STEAMER FOR
STRAITS, COLOMBO, AUSTRALIA,
BOMBAY, EGYPT, MEDITER-
RANEAN PORTS, & LONDON.

THROUGH BILLS OF LADING ISSUED
FOR BATAVIA, PERSIAN GULF,
CONVENTUAL, AMERICAN AND
SOUTH AFRICAN PORTS

THE Steamship

"SICILIA"
Capt. R. BARNARD, D.S.O., R.N.R.,
carrying His Majesty's Mails will be
despatched from this port on or about
TUESDAY, the 19th AUGUST, 1925,
at NOON, leaving Penang, and cargo
for the above ports.

Silk, Valuables and Tea for Italy,
France and London (under arrange-
ment), will be transhipped at Bombay
into the Mail Steamer proceeding direct
to Marseilles and London.

Parcels will be received at this
Office until 5 p.m. the day before
sailing. The contents and value of all
packages must be declared.

For further Particulars, Apply to
MACKINNON, MACKENZIE & CO.,
Agents.
Hongkong, 12th August, 1925.

WHY SOME GIRLS ARE NOT POPULAR.

There are some girls who are attractive enough in appearance yet who lack that popularity which other pretty girls enjoy. What is the cause? Simply that they unconsciously repel those with whom they speak because they are afflicted with ill-smelling breath, the result of intestinal laxativity.

If your breath as sweet as it ought to be! If not, try Pinkettes, the dainty little laxatives and liver regulators which act as gently as nature. They ensure daily regularity, dispel sick headaches, flatulences and bilious attacks, keep the system clean, the skin fresh and clear and the breath sweet.

Your chemist sells Pinkettes, or post free, 60 cents the vial, from Dr. Williams' Medicine Co., 60 Kingston Road, Shanghai.

CONSIGNEES.

OREGON ORIENTAL LINE.

From PORTLAND, U.S.A. via
JAPAN PORTS and SHANGHAI

THE Steamship

"WEST KADER"

Voyage No. 17/25, Qu.

having arrived from above ports on August 12th, 1925, Consignees are hereby requested to present their Bills of Lading in exchange for Delivery Orders, and take immediate delivery from alongside steamer.

All Cargo not taken delivery of from steamer by 7 a.m. on Aug. 13th, 1925, will be landed into and stored in the Godowns and/or extra-hazardous Godowns of the China Provident Loan & Mortgage Co., Ltd., at Consignee's risk and expense, whence delivery may be obtained.

All broken, chafed and damaged cargo will be examined by Messrs. Anderson and Ashe, (Marine Surveyors) at the Godowns on August 18th, 1925, at 10 a.m.

No claims will be admitted after the goods have left the steamer or Godowns.

All claims against the steamer must be presented to the Underwriter on or before August 22nd, 1925, or they will not be recognized.

No Fire Insurance whatever will be effected.

COLUMBIA PACIFIC SHIPPING COMPANY

Managing Operators.

UNITED STATES SHIPPING BOARD

EMERGENCY FLEET CORPORATION.

Hongkong, August 12th, 1925.

NOTICE TO CONSIGNEES.

ELLERMAN LINE.

From EUROPE

THE Steamship

"KAZIMBE"

having arrived, Consignees of Cargo by her are informed that all Goods are being landed at their risk into the Godowns and/or extra-hazardous Godowns of Holt's Wharf, whence delivery may be obtained.

No Claims will be admitted at or the Goods have left the Godowns, and all Goods remaining undelivered after 18th August, 1925, will be subject to rent.

All Claims against the steamer must be presented to the Underwriter on or before 25th August, 1925, or they will not be recognized.

All broken, chafed and damaged Goods are to be left in the Godowns, where they will be examined on any Tuesday or Friday, between the hours of 10.45 a.m. and Noon within the free storage period of one week.

No Fire Insurance has been effected. Bills of Lading will be countersigned by

THE BANK LINE LIMITED.

General Agents.

Hongkong, 13th August, 1925.

BANNER'S
Mail Order Letters & Methods
for everybody who wants to get buyers, to collect money, to organize business, to secure testimonials. Mail Order service typewritten 2s. 6d. only. (Result 10s. 3/6 including postage) of all book-sellers or from
INDUSTRY BOOK DEPARTMENT
22, Shantung Road, Road, CALCUTTA.



SAILINGS SUBJECT TO ALTERATION.

VICTORIA, SEATTLE & VANCOUVER via Shanghai & Japan Ports

Through Bills of Lading issued to all Overseas Common Ports in U.S.A. & Canada

Through passage rates to Europe via America

KAGA MARU Thursday, 27th Aug., at 11 a.m.

MARSEILLES, LONDON & ANTWERP via Singapore & Penang

KATORI MARU Saturday, 15th Aug., at 4 p.m.

ATSUBA MARU Saturday, 28th Aug., at 11 a.m.

HAMBURG via LONDON & ROTTERDAM

DAKAR MARU Monday, 21st September

LIVERPOOL via ADEN, MARSEILLES & GAGGOW

TOBA MARU Sunday, 20th September

SYDNEY & MELBOURNE via Manila & Port

MISHIMA MARU Wednesday, 19th August

TANGO MARU Wednesday, 23rd September

NEW YORK and/or BOSTON via PANAMA

MAYBRASHI MARU Friday, 11th September

BUENOS AIRES via Singapore, Durban & Cape Town

Delagoa Bay & Algoa Bay

KAMAKURA MARU Monday, 31st August

BOMBAY via Singapore & Colombo

CALCUTTA via Singapore & Rangoon

RANGOON MARU Tuesday, 18th August

NAGASAKI, KOBE & YOKOHAMA

TANGO MARU Thursday, 20th August

SHANGHAI, KOBE & YOKOHAMA

VICTORIA MARU Friday, 21st August

TSURUGA MARU Saturday, 22nd August

SUWA MARU Monday, 24th August

KOBE & YOKOHAMA

OSAKA MARU Thursday, 27th August

For further information apply to— NIPPON YUSEN - AISHA.

Tel. Central Nos. 292, 293 & 2422 S. KINOSHITA, Manager.

THE BANK LINE LTD.

AGENTS FOR THE FOLLOWING SERVICES.

BOSTON, NEW YORK & NEW ORLEANS.

AMERICAN & ORIENTAL LINE.

V.M. ELMBANK via Suez Canal 1st September

NEW YORK, BOSTON & BALTIMORE

AMERICAN & MANCHURIAN LINE.

(ELLERMAN & BUCKNALL S.S. CO. LTD.)

S.S. MERTON HALL via Suez Canal 19th August

S.S. MALVERNIAN do. 19th September

UNITED KINGDOM & CONTINENT

"ELLERMAN" LINE.

(ELLERMAN & BUCKNALL S.S. CO. LTD.)

MAURITIUS & SOUTH AFRICA

ORIENTAL-AFRICAN LINE.

S.S. SURAT Middle August

Loading for Mauritius, Delagoa Bay, Durban, East London, Algoa Bay, Port Elizabeth, Mossel Bay and Capetown.

Through Bills of Lading issued to Beira, Quilimane, Do, Port Amelia, Mozambique, Chinde, Inhambane, Zanzibar, Mombasa, Kilindini, Port Nolloth, Luderitz Bay, Walvis Bay and Madagascar.

AUSTRAL-EAST INDIES LINE.

(ELLERMAN & BUCKNALL S.S. CO. LTD.)

Sailings from Singapore on 6th of every month by "CITY OF PALERMO" or "MALAYAN" to Java

WINE AND SPIRIT MERCHANTS.
Phone 616.

A very comprehensive display of
SILVER WARE.
SILVER PLATE.

THE DAIRY FARM, ICE & COLD STORAGE CO., LTD.

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KELVINE NAUTICAL INSTRUMENTS



CHATER ROAD.

ASIATIC BUILDING

We hold it wrong to bestow praise for the exercise of those virtues usually associated with commonsense or common manhood. But when the virtue of controlling one's tongue and temper in dealing with the coolie class is concerned, we feel that a little word of praise is merited. So then let us commend the action of Mr. J. P. Robinson, and Colonel Matthews as reported in yesterday's issue. These gentlemen underwent what has been a fairly common experience with most of us—an experience which shows no sign of diminishing. They were subjected to the infamous "oratory" to put it mildly—of two mean-spirited men who separately jered and jaded the coming laundries. They had sufficient control of themselves and their nerves to

A THOUGHT FOR SUNDAY.

The average man who honestly looks at the course of his life year by year cannot fail to be struck by the frequency with which he has done right in spite of himself. He often has been trapped, even hoodwinked, into pure and noble courses despite the fog of misapprehension and the miasmas and murrains that have beset the path he has chosen. He will give up more than he ought to

HEATHER

[illegible]

It isn't safe to mention Gilber
and Sullivan in the hearing of
Sir James now.

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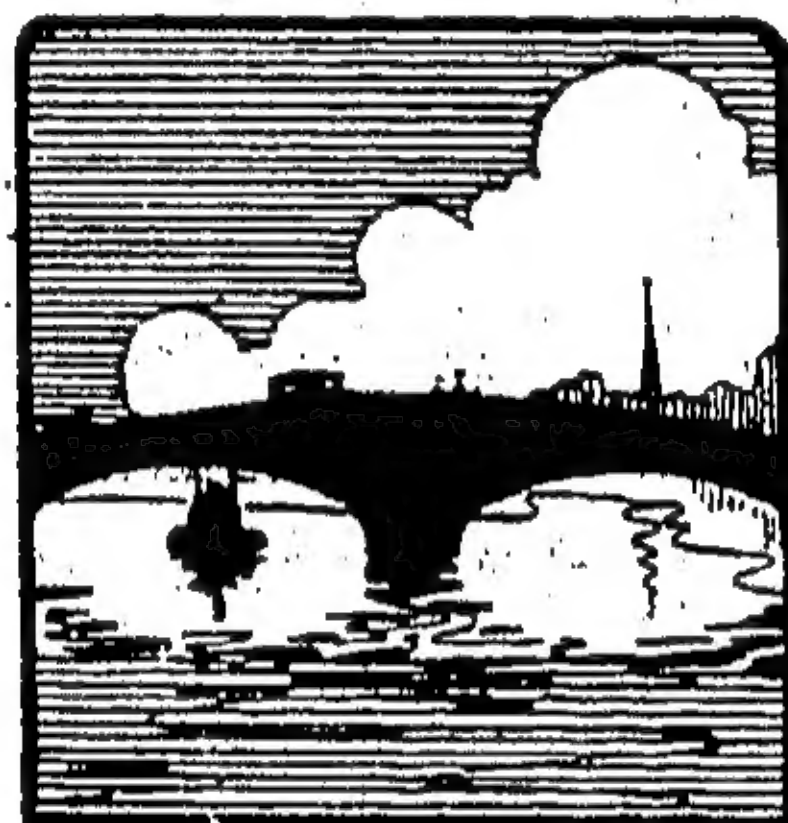
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MISS PAULINE PARTAIN.

Miss Pauline Partain, facing prison as an accomplice of two
"dapper bandits," said that bandits never make as much as they
could at regular work, and inevitably get caught. "They're all boobs,"
she stated.

HARRY THAW.

Harry Thaw, returning for a tour of Broadway haunts, his first
since he slew Stanford White, famous architect, twenty years ago,
told reporters who interviewed him that he did not want to go back to
his Winchester home. "It's changed, but I like it," he said.

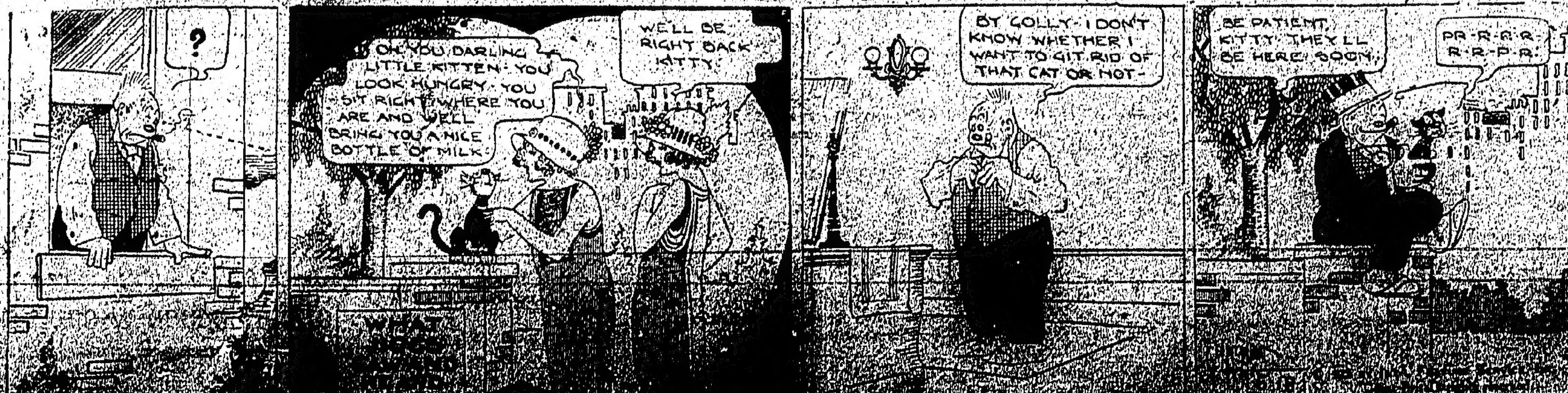
PRINCESS PIGNATELLI. (ITALY)

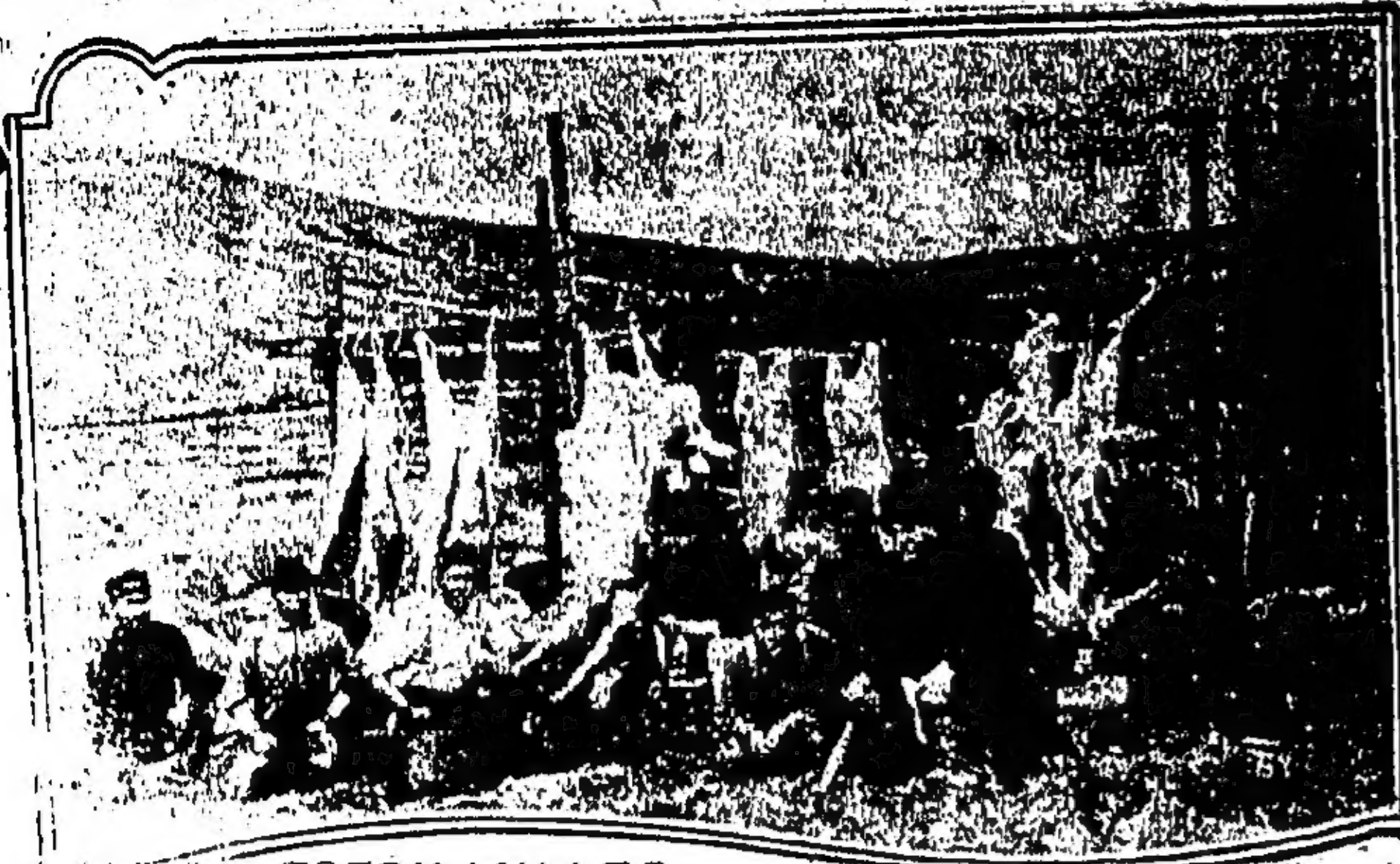
The Princess Pignatelli d'Aragon arrived in America on the liner
Providence, fleeing from her husband, Prince Pignatelli, who pursued
her from Rome on another vessel.

MISS OLGA CELESTE

So domesticated has "Eckie," her pet leopard, become that Miss
Olga Celeste must feed him herself or he refuses to eat. This is a
typical scene at mealtime.

BRINGING UP FATHER





FRESH MILLED REINDEER FOR MEAT



THE ANTLERS OF THIS MALE REINDEER ARE OF IMPRESSIVE SIZE



THE REINDEER IS ONE OF THE GENTLEST OF DOMESTIC ANIMALS



WOLVING REINDEER HUNTERS U.S.S. "SEAR" OFF THE ALASKAN COAST

Beginning of a Great Industry Which Is Destined To Produce Delicious Food for Our Tables— Ten Million Reindeer in a Few Years— A New Civilization Created By a Domestic Animal.

(BY RENE BACHE.)

How would you like a reindeer steak?

"You are joking."

"Not at all. Here it is on the bill of fare. It is delicious; I know because I ate one here the other day. Tastes just like venison. In fact, it is venison. Shall we have it with green peas and some French fried?"

One hears such orders given nowadays, occasionally, in first-class restaurants and hotels. In San Francisco and other west coast cities reindeer meat is commonly served— chops, steaks, roast, any cut in any way folks want it.

The industry has only made a beginning. Twenty years from now the Alaskan reindeer herds will be a very important source of meat supply for the whole United States. The female animals are never killed; they are too valuable for breeding. Of males there is always a superfluity, inasmuch as the reindeer is a polygamous beast, with a normal harem of twenty-five or so. It is the bucks that are slaughtered and sent to market. The reindeer is a big animal. Dressed, an average carcass weighs about one hundred and fifty pounds.

Rapid Breeders.

The normal increase of a herd is about twenty-five per cent. per annum. Now, the spring fawning having taken place, there are nearly half a million reindeer in Alaska, more than two-thirds of them being owned by the native Eskimos.

The distribution of the Eskimo herds is benevolently controlled by the Federal Government, which is now on the point of adopting and carrying into effect a new plan whereby the natives,

who already are shipping large quantities of reindeer meat to market, shall be enabled to conduct the business on a co-operative basis.

Uncle Sam acts as guardian of the Eskimos, through the Alaskan division of the Bureau of Education, and in each native village there is a government school teacher who is incidentally a sort of official adviser. The teachers, in their advisory capacity, are to help to establish a co-operative reindeer meat industry.

There are now large herds in the neighbourhood of nearly all the Eskimo settlements in western Alaska from the Arctic Ocean south to the Pacific, in the interior near Mount McKinley National Park, along the Alaskan Railroad, on Kodiak Island off the Gulf of Alaska, on the Alaskan Peninsula, and on islands of the Aleutian chain. Even the two little islands called the Pribilofs, where the fur seals breed, in Bering Sea, have never four hundred reindeer.

Consumption By Natives.

This wide distribution of the animals has been accomplished by wise and clever government management. It remains now to reorganize the reindeer industry in such a way as to make possible a more efficient handling of the increasing herds and a more profitable marketing of the surplus meat.

Much of the meat is necessarily required for consumption by the Eskimos themselves. For food and clothing, about 200,000 reindeer have been slaughtered by the natives since the first ones were brought to Alaska, in 1892.

Reindeer skin, with its long hair, is a most satisfactory material for winter

clothing. The meat is in demand by whites as well as natives throughout the Territory. Whereby the quantity available for export is correspondingly lessened. But it will become steadily and rapidly greater, with increase of the herds.

Four years from now there will be at least a million reindeer in Alaska. Eight years hence there will be more than two millions. When there are ten millions, one-fifth of that number can be shipped out of the Territory annually without reducing the stock.

The commercial value of the Alaskan herds to-day is over \$9,000,000—that is to say, \$1,200,000 more than the United States originally paid for the acquisition of that Arctic province. An admirable investment the reindeer has proved.

Yet at the start the introduction of the animal into Alaska was an enterprise purely of benevolence. The Eskimos were starving to death. Ruthless hunting by white men had nearly exterminated the walrus, the whales, and other food animals in that region. Villages that had numbered thousands of inhabitants were reduced to hundreds. At Point Barrow, the northernmost point of Alaska, the death rate exceeded the birth rate fifteen to one. A town of two thousand on

Schlemmer Inlet was whittled down to three families.

Dealing With The Chukchee.

Congress appropriated money to buy and distribute food. But that could do only temporary good. Somebody suggested the idea of importing reindeer from Siberia, and in 1892 one hundred and seventy-two of the animals were brought over by the revenue cutter Bear. They were purchased from Chukchee "deer men" for about ten dollars apiece, in barter goods.

On the other side of Bering Strait, in a region whose soil and climate much resembles the north-west coast of Alaska, dwell the Chukchee, peacefully disposed nomads, whose subsistence is furnished by herds of reindeer. To them, economically speaking, the reindeer represents the horse, the cow, the sheep and the goat, all put together. It is food, clothing, house, furniture, tools and transportation. The skin serves for clothes and bedding, tent-cover, harness, rope and fishing-lines. The sinews are dried and pounded into thread of great strength, which is woven into fish nets. The bones are soaked in seal oil and burned for fuel. Of the horns various implements are made, as well as sleds and weapons of the chase. The female animal yields

only a cupful of milk at a milking, but the fluid is so rich that it needs to be diluted with a quart of water to render it potable. A reindeer will draw a sled swiftly one hundred and fifty miles a day over snow and ice.

The Chukchee had long made a business of barter with Eskimos and white people across the strait, exchanging reindeer skins for seal oil, tobacco, powder and shot and flour. Thus there was no trouble in negotiating with them for the animals desired, though they at first insisted upon whisky, which the commander of the Bear refused to supply. Sixteen reindeer, hoisted with running tackle aboard the ship, made up the first consignment.

Eskimo Apprentices.

In 1892 and the two following years a total of 1,280 reindeer were fetched to Alaska. In 1911 there were 83,629 in the Territory. A few expert Chukchee deer men were brought over to take

care of the herds and instruct the Eskimos in the art. Later, a number of Lapps were imported from Lapland for that purpose, and a system was developed under which Eskimo youths served three years as apprentices, each one, at the end of his term, receiving in lieu of pay ten reindeer, with which to start a herd of his own.

It is by this wise method that the reindeer industry in Alaska has been developed, with much attention paid to the distribution of the animals as widely as possible. There are in the Territory 400,000 square miles admirably adapted for rearing and herding them, an area equal to that of the New England and Middle States combined. In the summer time they feed mostly on the young shoots of willow and birch trees; in winter their main source of subsistence is "reindeer moss" and other lichens, which they dig up with their hoofs from under the snow.

Under the system here described, each Eskimo owner of reindeer has his mark on the ears of all the animals that belong to him. It is a registered mark, and nobody else is lawfully entitled to use it. The Government gives it to him as a token of title. But he may, if he chooses, dispose of his mark to another owner.

How Congress Was Persuaded.

Nothing that is radically new escapes ridicule. Thus, when the plan to introduce reindeer into Alaska was originally proposed, it was derisively received. Most people thought it a joke, and many newspapers poked editorial fun at it. On the whole, it is surprising that Congress was persuaded to give the money to carry it out.

But there was one grim fact that stared Congress in the face. The Eskimos were unquestionably starving, their unfortunate condition being largely due to the salmon canneries, which had made many rivers barren of fish. To feed them, annual appropriations would be necessary for a period to which there seemed to be no limit. Advocates of the project urged that reindeer would afford, at small expense, a permanent settlement of the problem. Thus the enterprise was set on foot.

The Alaskan Eskimo nowadays instead of spending his days fishing or watching a hole in the ice for a seal to pop up, is a deer man, owning or concerned in the management of a herd. The food question no longer troubles him. He lives in a comfortable modern house in a village that has paved streets, lighted with electricity. The local co-operative store keeps in stock whatever he requires to supply his needs. He even has the radio.

Thanks, all of this, to the reindeer which has uplifted the Eskimo of Alaska from a condition of semi-savagery and desperate want to a decent level of civilization and complete economic security. It has transformed them from wild hunters into an industrial people, with plenty to eat, good clothes to wear, and swift vehicles to which to ride.

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Fabric Combinations in Black and White

This Striking Two-Color Mode Is Illustrated with Four Ensembles Made of Satin and Crepe in Varied Designs, with Slippers of Either Color.

This Black Satin Ensemble Finishes Its Frock with a White Crepe Top, and Stripes Its White Crepe Scarf with the Satin.

By Mme. Frances
The Famous Creator of Fashions

THE COMBINATION of two fabrics has appeared among the more smartly dressed women off and on during the Summer, and now this fetching fashion bursts upon us as an established mode.

So effective is the use of black and white crepe that I have had recurring calls for costumes which combined these two mediums. The drawings on this page are reproductions of the last four costumes I have designed.

The smartly dressed woman never grows tired of the combination of black and white. She favors it in outfits of the type shown here, and she likes it in the tiny cheeks which are unusual now because they are seen less often. The white dress with fine pipings of black, or the black frock with fine white pipings, are expressions of the favor accorded this striking contrast.

The drawings speak for themselves, so there is really little need to go into explicit descriptions. Where the costume is an ensemble, the upper part of the frock is usually white crepe, with the lower portion of the dress black satin, and the short coat of black satin lined with the crepe.

The ensemble of the large figure is most effective, with the deep V slit in its black satin coat to reveal the white beneath, and the wide white crepe scarf striped with applied bands of the black satin.

The chic little costume at the right is so smart in the design of its simple coat and frock that anyone would do well to have the same model copied later on, in Fall materials. Jersey or kasha, for instance, in tan and brown would make a most effective little suit to be worn during the first days of early Autumn.

The vogue for black and white is present at all times of day. Costumes in these two colors are worn for afternoon dress occasions, and the morning sports affairs exploit black and white in linen, crepe or flannel, more often than any other combination.

For evening, the vogue for bi-color chiffon dance frocks again favors black and white as its most attractive interpretation. For instance, at a recent opening of one of the smartest New York supper clubs, there was an extremely well-dressed gathering which included various actresses of stage and screen fame. Among them, the black and white chiffon dance frock was the most outstanding fashion of the evening. At the same time, the models exploiting this bi-color mode differed sufficiently in line and treatment so that no two of them were alike. For instance, a dashing little screen favorite appeared in a dress with straight upper section of white chiffon, and an extra full

founce from the knees all of black chiffon. With this she selected white stockings and white satin slippers. The only note of color was a tiny pink rose tucked in her dark hair, which was rolled low at the back of her neck. The effect was very striking indeed.

Another black and white chiffon had its décolleté, long-sleeved bodice made of white and this bodice extended down onto the very full black skirt in allover points. The skirt beneath was white, and the entire bodice was dotted with piped petals of white chiffon. Another smart black chiffon was trimmed all over with vertical rows of tiny white bead fringe, the rows spaced only about two inches apart.

Most of these dance frocks are accompanied by a pair of slippers, and stockings. This gives a more Summer effect to the

costumes. And I always prefer slippers of solid color, either black or white, with the costume which exploits a combination.

For wear with plain color frocks, there are very striking slippers of black and white. Sometimes these are of plain satin, as white, with bold black satin bands appearing over the white. Again, the vogue for hand-painted comes into play, in smaller slippers with black and white bands, or black slippers with white bands traced over the instep.

The Black Satin Suit (at the Right) Is Worn with a White Crepe Blouse and Has White Trimming on Its Coat.

A very good looking street slipper from the French is of black patent leather with a white design outlined in red traced over its surface.

Speaking of combinations, the use of two contrasting fabrics promises to play a more important part in fashions with the opening of Fall. Frocks and coats from the French openings are prone to combine velvet and taffeta, or kasha and satin, and this tendency will doubtless become more prominent as the season advances.

At present, contrasting materials are favored in blouse and skirt ensembles, with very good effect. For instance, gray crepe satin makes a very attractive blouse, to be worn with a gray georgette skirt which achieves its fulness by a series of inverted pleats across the front. Another smart Jaquette of black velvet is worn with a white slip that furnishes the pleated skirt and also acts as a vestee.

Summer underthings also show favor for black and white in chiffon sets which include nightgown, combination and slip. The smart shops which sell underthings exclusively are featuring window displays of these cool-looking chiffon underthings. The nightgowns are often made with little black chiffon yokes that extend up over either shoulder in slender points, with the rest of the gown of pleated white chiffon. The combinations follow this same treatment, with the black yokes giving a high-waisted effect. The line between the yokes and lower combination is marked by insertion carrying white satin ribbons. The slips which go with these sets are usually of white chiffon piped in narrow black chiffon.

The White Crepe Frock (Above) Is Worn with a Black Satin Coat Lined to Match. This Could Be Copied in Two Tones of Jersey for Fall.

Fashion Forecast

Silk frocks with inset vests of white wash material are finding favor with smart women.

Frances

[illegible]